

BEIJING TODAY COMMERCE



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Big Fish breaks ¥1M barrier

Having raised 1.58 million yuan in 45 days on Demo-hour, *Big Fish & Chinese Flowering Crabapple* set the bar for crowd funding in China.

The animated film, created by Liang Xuan, has been under development since 2003. Its 10-minute demo released for the campaign has been praised for blending the animation style of Hayao Miyazaki with Chinese imagery.

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Children paint away pain

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Animated feature sets China's crowd funding record



Episodes of Big Fish & Chinese Flowering Crabapple



Photos provided by B&T Studio



By Bao Chengrong

It's not every day that a Chinese animated film manages to secure more than 1 million yuan in funding. It's even rarer that that money comes from the crowd.

But 3,596 backers saw promise in *Big Fish & Chinese Flowering Crabapple*, a new film by Liang Xuan. Enough promise that they donated 1.58 million yuan over 45 days on Demohour.

It now holds the title of China's most successful crowd-funded project to date.

"Our dream is to create an animated feature that will bring the power of love and belief to young people," said Liang Xuan, the creator.

Liang's animation efforts date back to 2003, when he dropped out of Tsinghua University to found an animation company B&T with his friend Zhang Chun. He began work in the film in 2008.

The 10-minute demo was a big hit. Viewers highly praised its blending of Hayao Miyazaki's animation style and with traditional Chinese imagery. It won seven awards when screened in France, Korea and Japan.

Liang said the money will be used to produce the film's music, sound effects and voices. He plans to invite top composers, such as Joe Hisaishi and Yoshida Kiyoshi, to score the soundtrack.

About 500,000 yuan will be set aside to hire the best voice actors. Pan Shulan, dubbed Kate Winslet in *Titanic*, voiced one old woman in the demo.

Another 500,000 yuan is being set aside to hire a world-famous sound

effects team.

Liang said although the production budget is just one-fiftieth of the average budget for an international animated blockbuster, he is sure it will be able to compete.

The tentative release date for *Big Fish & Chinese Flowering Crabapple* is November 11, 2015.

But many doubt they can pull it off. There have been lingering questions about the team's management, as the film is not even half-finished after five years.

Some suggested offering advance sales abroad and getting an advance on distribution fees from streaming video websites.

But Liang said the team is serious, even though they have no experience in making an animated feature.

During the last five years, the team of screenwriters gathered advice and ideas from renowned film directors and publishers to revise the script.

"China hasn't produced an excellent animated feature in nearly 30 years. I hope we can create something great for the next generation," Liang said.

The campaign's success has given hope to many small animation studios. But investors say crowd funding is a hit-and-miss model, especially in China.

In foreign countries, most crowd funding websites pay all the money, sans their commission, to the company immediately after the campaign ends. China's crowd funding websites pay only half, holding the rest until the project is completed.

Website sends recipes, fresh ingredients to Beijingers

By Bao Chengrong

Workers who can't find time to make it to the supermarket have a new option: Aizuofan.

The new company is modeled on HelloFresh, an Australian website that delivers recipes and fresh ingredients to its clients.

Aizuofan prepares 11 healthy and delicious recipes each week. Users can preview the required ingredients and

cooking methods for each dish before deciding whether to book an order. Orders booked before noon can be delivered the same day.

Finding a way to keep the ingredients fresh was the hard part. Li Ting, founder of Aizuofan, used to run a business delivering fresh food. Li said the main task is finding a suitable way to package the food.

Aizuofan uses fungi-proof

material and heat insulation to pack its ingredients. The company does not cut its ingredients before packing, as that greatly shortens the shelf life. Pre-cut ingredients would require delivery times as short as take-out restaurants.

All food packages are guaranteed to maintain their temperature for 68 hours.

But unlike many fresh food delivery companies, Aizuofan



Aizuofan delivers recipes and fresh ingredients.

targets high-end consumers. The price of ingredients for its Lamb Spine Hot Pot can be as high as 72 yuan. Vegetable dishes cost much less - about 12 yuan.

Li said a 60 to 70 yuan order from each family each

week is enough for his team to turn a profit.

He plans to devote more time to promoting the service, such as its packaging and delivery speed, to build the brand into something that can attract returning customers.

Traumatized kids crush mental barriers with painting class

By Bao Chengrong

Japan has been using painting as a therapeutic tool for more than four decades, but the idea remains new to many Chinese.

Li Lingyun, founder of LLY International Education Consulting, is the first to bring therapeutic painting to China.

"The class provides a free room for children to enjoy creating and have an adventure while helping parents to understand their child's psychological condition," Li said.

Li learned the concept from Suenaga Tamio, a Japanese pioneer of color psychology.

As a mother, Li said she used to feel troubled that her child didn't communicate with her when she was unhappy. She hoped to find a way to help parents like her to solve the problem.

Suenaga's color school inspired her, and she traveled to Tokyo to learn more.

Suenaga and lecturers from his school have helped hundreds of young quake survivors move beyond their psychological trauma. At first, the children often used dark or red colors to paint bleeding, horrible scenes. They began



Li Lingyun guides children in her therapeutic painting class.

Photo provided by LLY International Education Consulting

to chose brighter colors and to paint hopeful scenes like rainbows as time passed.

In 2010, Li returned to Beijing to open the city's first psychological painting consultancy.

Unlike many training studios, Li's school allows children to pick the tools they want and paint freely.

To create a peaceful and comfortable environment, the floor of the classroom is covered in pearl cotton. Children

can walk without wearing shoes. The tables are made of logs and make children feel less pressure when they start painting. One corner is reserved for them to release their emotions.

All the teachers in Li's class have psychology consulting experience. Instead of giving teaching materials to the children, they ask them to imagine a scene and paint in their own way.

"We don't teach children

about painting. Teaching is likely to limit their imagination and creativity," Li said.

Every child is guided by a personal lecturer in the class. The lecturers analyzes the work to explain the child's psychological conditions or problems to the parent.

The class is aimed at children between the ages of 18 months and 18 years. It can help children with serious mental impairments, such as autism, as well as

those with psychological barriers, Li said.

Li also designed some painting and psychology courses for the parents to help them understand their children and guide them in home education.

Short after the earthquake hit Ya'an, Sichuan Province last year, Li posted an article on blog to encourage volunteers to guide them to paint.

She called on participants to allow the children to paint freely rather than asking them to paint their suffering; to not pass judgment on the content; to allow the children to pick their own tools; and to let them decide how much they want to paint.

"Most children who go through such an experience cannot use language to express themselves. Hiding negative emotion is like hiding a pin that is stabbing them in the heart. Guiding them to paint can help to pull out that pin," Li said.

She still remembers when she first met Suenaga, who told her that getting the public to accept her class would be a difficult battle. Although the concept has been slow to catch on, Li said she sees a hope.

Mofunsky app adds fun to English study

By Bao Chengrong

Learners who are tired of tapes and rote repetition might want to consider Mofunsky, a new English learning app.

The app serves more than 8,000 excerpts from popular TV episodes, films and speeches arranged as a series of courses.

Users select a favorite course first and watch the video at normal speed. Then the video is divided into "cards," each of which contains a single sentence. Users can play the sentence at a slower speed, speak to mimic the accent and click it to see the translation.

At the end of each course, users are invited to test their mimicking abilities against others. Virtual trophies are awarded to the best contestants. They can also leave or collect voice feedback about speaking mistakes.

"Language learning should go back to the essence of language – communicating with other people and media.



Mofunsky's app

Watching films helps to boost one's curiosity about why some words frequently appear and motivates understanding," said Zhang Zheng, creator of the app.

Zhang said Mofunsky's target users are university stu-

dents and young workers who are learning English for fun.

Even those who are learning English just to pass a test can benefit. Zhang's team already sorts videos to allow users to pick ones with the greatest amount of vocabu-

lary words from the CET4.

Before creating the app, Zhang explored combining English and video using the Mofun English website three years ago. The website has more than 600,000 users and received an investment of 8 million yuan.

Zhang said his next plan is to add some paid courses to the Android version. He plans to expand the platform and allow users who speak different languages to be both a lecturer and a learner.

US arrives to discuss North Korean nuclear issue

By Liu Xiaochen

Glyn Davies, US special representative for policy related to the Democratic People's Republic of Korea (DPRK), arrived on November 19 to meet Chinese senior government officials in advance of new talks.

On November 21, Davies met Chinese Foreign Minister Wang Yi, who said denuclearization of the Korean Peninsula and safeguarding peace and stability are in the common interests of all parties.

"For the US and China, we can work together to address the serious issues that we face in North Korea," Davies said.

A month ago, Wu Dawei visited Washington and exchanged views on the DPRK nuclear issues with Davies. During the meeting, they agreed on the importance of denuclearization on the Korean Peninsula.

They said they would continue a high-level dialogue to seek a safe resolution.

Wu said that no matter what happens on the Korean Peninsula, China will stick to its goals of denuclearization and deter any parties from escalating the situation.

Davies visited South Korea and Japan on November 22



Glyn Davies, US special representative for policy related to the Democratic People's Republic of Korea, talked to the press after meeting Chinese senior government officials in Beijing.

and 24 to meet South Korean counterpart Cho Tae-yong and the Japanese Foreign Affairs officials.

The Six-Party Talks is an ongoing series of negotiations to resolve the North Korean nuclear issue with the partic-

ipation of North and South Korea, China, the US, Russia and Japan. The talks began on August 27, 2003. There were six rounds of talks as of 2007.

In 2002, North Korea announced its development of nuclear weapons in a bid to

force talks with the US. The US refused to talk alone and required that all related countries be involved. This was the beginning of the talks.

During the talks, China has kept a positive attitude due to its dangerous proxim-

ity to North Korea. Failure to resolve the North Korean nuclear crisis could force the US to take military action against North Korea. China is eager to use the talks to promote its reputation as a stabilizer in Asia.

Ecuador brings latest films to Beijing

By Liu Xiaochen

The Embassy of Ecuador kicked off the new season of its film festival at Instituto Cervantes on November 14.

Ecuador Ambassador Jose M. Borja L. visited the activity to speak before the opening film, *Pescador*.

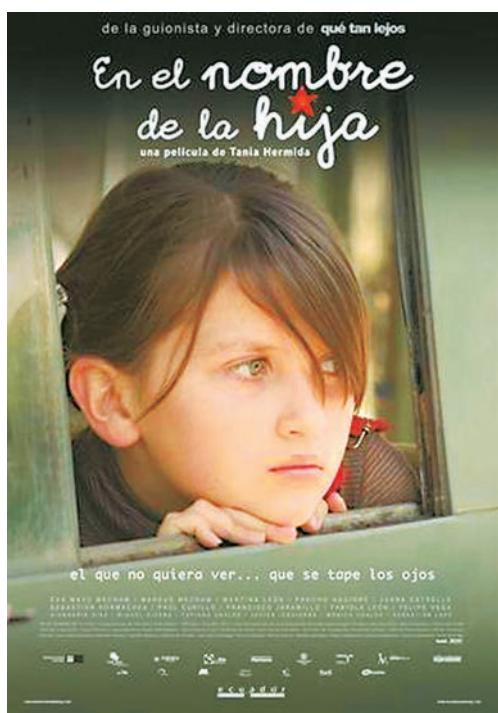
Films selected for the festival are recent works from Ecuador. All are being screened with Chinese subtitles, with the final screening on December 14.

Film List

Pescador

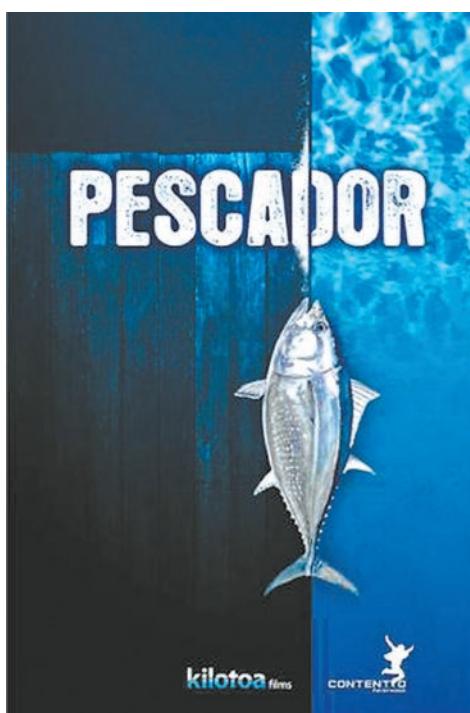
(Screenings over)

Pescador is directed by Sebastian Cordero. The film tells the story of a small fishing village on the coast of Ecuador. Blanquito is 30 years old and lives with his mother in El Matal. One day, they discover the beach is covered in cocaine packets. Blanquito, along with his friend Lorna, decides to travel to Guayaquil, where people will pay



Two films on the festival

handsomely for each packet. Little does Blanquito realize that in the days that follow he will stare death in the eye and lose his head for love.



A Tus Espaldas

(December 7, 6 pm)

This film is directed by Tito Jara. He studied media in Ecuador before learning

3D animation in Spain and film production in Cuba. After returning to Ecuador, he produced and filmed many advertisements, music videos,

short films and documentaries. *A Tus Espaldas* is one of his most popular.

En el Nombre de la Hija

(December 13, 6 pm and 7 pm)

Tania Hermida's first feature film is *Que Tan Lejos* (2006). It was highly regarded at that time. Hermida studied film in Cuba and culture in Ecuador. As a cultural administrator and cultural activist, she was named as a national constituent assembly member in 2008. *En el Nombre de la Hija* is her second feature film.

Prometeo Deportado

(December 14, 6 pm)

Directed by Fernando Mieles, *Prometeo Deportado* is his first feature film. It is a magical film. After Mieles graduated from with a degree in directing, he directed several short films such as *En Algan Meandro de la Estigia*, *Opus Nigrum* and *Arbol de Vida*. He also directed two documentaries: *Aqui soy Jose* and *Descartes*.

Directors, academics discuss feminist film at festival

By Liu Xiaochen

The China Women's Film Festival is using feminist cinema to open a dialogue about the many issues facing women in China and the visibility of women in film and art.

The festival is designed to foster respect of women in Chinese society and to promote the awakening of female self-consciousness, organizers said.

As many as 20 films are being screened, and both foreign and domestic filmmakers will be attending the festival. Films are selected for their focus on women's rights and community involvement, as well as their ability to raise public awareness of women's issues.

Female directors and academics such as Ho Sik-ying, Julie Dash, Vivien Chen and Li-Na Yang will attend the international directors' forum.

The festival provides an opportunity to discuss the art of filmmaking and for female directors to network and strengthen their connections in the film industry.

Organized by the Chinese Folk Women's Festival Committee, guest speakers include NGO representatives, activists, professors and the director of the Beijing LGBT Center.

Delegations from the EU, the Embassy of the UK, the



Scene from *Le père de mes enfants*



Stage photo of Vers Mathilde

Embassy of the US, the cultural centers of France and Japan are confirmed to

Douban.com Photos

be attending.

The festival opened in Beijing on November 22 with events at the Inside-Out Theatre, Ullens Center for Contemporary Art, Tsingying Studio, Zajia Lab and 706 Theater.

The next screenings will be at Dalian Maritime University on December 14 and 15, and will include the films *311-In the Moment*, *Victoire Termibus*, *Love Song*, *Old Men* and *Mr. An*.

The festival is being held in Hong Kong in partnership with the Hong Kong Women's Film Festival.



Mothers' Way, Daughters' Choice



Pork and Moon



35 Rhums

Exhibitions introduce French culture

By Liu Xiaochen

The Cultural and Educational section of the French Embassy introduced a series of exhibitions to present French culture in China this month.

The exhibitions include cultural relics from the Le Louvre Museum in France and the personal exhibitions of Chinese artists such as Wang Keping, Ju Ting and Huang Gang.

Exhibition at Chinese National Museum

This exhibition from the Le Louvre Museum is the first in cooperation with the Chinese National Museum. Some 280 exhibits from France present the history of Mediterranean civilization.

The exhibition follows the development of civilization around the Mediterranean. It includes the civilizations of ancient Egypt and Mesopotamia, Greece, Rome, the Islamic expansion and the Renaissance.



Works on display at the Chinese National Museum
Photos provided by Cultural and Educational section of the French Embassy

This exhibition places Islamic and Christian civilization together with ancient Greek and Latin civilization to chronicle the rise and fall of great Mediterranean civilizations.

When: Ends February 8
Where: 16 Dong Chang'an Jie, Dongcheng District
Tel: 6512 8901

Exhibition of Wang Keping

Wang Keping was born in 1949 in Beijing and moved to Paris in 1984. One of the first contemporary sculptors in China, Wang is showing off more than 50 carvings at this exhibition, aiming to catalog his 35-year artistic career.

The works cover many themes and styles. Almost all his creative energy ends up poured into his chosen medium: trees.

His works have been exhibited abroad at the Paris Pompidou Cultural Center, Paris Museum, Paris Museum of

Maillol Zadkine, Bern Museum of Art, Beijing China Museum, Brooklyn Art Museum of the US and He Xiangning Art Museum in Shenzhen.

Some of his works are in the permanent collections of the Parisian government, South Korea's Seoul Olympic Park, Taiwan's Museum of Art, Hong Kong M+ Museum, Paris Cernuschi Museum and the Oxford Ashmolean Museum.

When: Ends January 5
Where: 4 Jiuxianqiao Lu, Chaoyang District
Tel: 6438 6675

Exhibition of Ju Ting

Ju Ting majored in engraving and graduated from the China Central Academy of Fine Arts in 2013. Her works show a combination of painting and sculpture.

China is home to the art of engraving, and Ju's works feature impressive, multilayer color overlays. The process is similar to woodcuts, and

her works have wild original beauty when seen close up and an abstract elegance when seen at a distance.

When: Ends December 12
Where:
20 Dong Huangchenggen Bei Jie, Dongcheng District
Tel: 6581 9058

Exhibition of Huang Gang

Huang Gang was born in Beijing in 1961 and graduated from the Central Academy of Fine Arts. This exhibition captures Huang's daily life.

Art 8 is a Sino-French cultural exchange venue with a unique aesthetic atmosphere. Huang explores the relationship between one's works and birthplace in a special way, as well as the relationship between the places and the birthplace of each work.

When: Ends January 15
Where:
20 Dong Huangchenggen Bei Jie, Dongcheng District
Tel: 6581 9058

Explore interesting museums in the capital

By Liu Xiaochan

Beijing is China's leader in both museum quantity and quality. In addition to the Imperial Palace Museum, Chinese National Museum, the Capital Museum and other famous national museums, the city has hundreds of smaller museums dedicated to esoteric subjects.

Museums make a great shield from the cold and are a worthy stop when touring the capital during the winter months.

Traditional culture

Beijing Folk Museum is located on the bustling Chaoyangmen Wai Avenue. It has the distinction of being the only folk culture museum in the city.

The museum is found inside Dongyue Temple, a Taoist worship site built in the Yuan Dynasty that came to prominence during the Qing Dynasty.

Dongyue's temple fair is one of the city's oldest and largest, and the surrounding community has long been known as a center of folk cultural activities. It was eventually repaired and opened as Beijing Folk Museum in 1999.

The temple hosts folk custom exhibitions throughout the year, usually near Spring Festival, the Dragon Boat Festival, Mid-Autumn Festival, the Double Ninth Festival and other traditional holidays.

Beijing Imperial Plaques Museum is another museum about traditional culture on Wenhuaixin Avenue. It exhibits many old plaques and teaches



about the former imperial exam system and older interpretations of China's classical literature.

This 3,000-square-meter courtyard has a collection of more than 500 plaques from the Ming and Qing dynasties, among which there are nearly 50 stone plaques. More than 40 of the plaques are written by 32 scholars who passed the exams in the past. The oldest dates back to the reign of the Yongle Emperor, some 589 years ago.

The original doors of the imperial exam room during the Yuan Dynasty are one of the museum's greatest treasures.

Also of interest is the Beijing Diabolo Museum by Baoguosi, wholly dedicated to the popular Chinese yo-yo. As a traditional toy, the diabolo was named as a national intangible cultural heritage by the State Council.

The museum occupies a small courtyard and has three exhibition halls. The halls display how the diabolo was developed, manufactured and played with throughout time.

In the demonstration and interactive exhibition halls, the museum shows the tools required for making diabolo to better illustrate the handiwork. It also provides visitors with an opportunity to try out the tools on their own.

Automobiles

The Beijing Automobile Museum on the west end of South Fourth Ring Road has more than 6,000 cars on display, divided into six categories and 21 types. The cars allow visitors to see to the changes that put humanity on wheels.

For children, there are some interesting and unusual vehicles, which make it a good place to increase their knowledge.

The display area is divided into the Gallery of Creation, the Gallery of Progress and the Gallery of Future. A walk through all the exhibits will leave visitors with a clear picture of the automobile's history.

Car fans will find several celebrity cars on display,



A party at Beijing Folk Museum for the Dragon Boat Festival

such as a steam-powered car made by the Flemish missionary Ferdinand Verbiest 300 years ago.

Animals

The National Animal Museum on Beichen West Street, next to the Institute of Zoology, is Asia's largest and most comprehensive animal research center. It hosts thematic exhibitions, using the humanities and natural sciences combines with 4D cinema and other high-tech, audio-visual facilities, which make complex scientific theory easier to grasp.

The museum opened in 2007. It has hosted several popular photography exhibitions featuring birds, insects and African wildlife.



Beijing Automobile Museum



National Animal Museum



CFP Photos

ATMOSPHERE Air Purifier



Amway's ATMOSPHERE Air Purifier provides state-of-the-art air purification technology with three pre-installed filters: a cleanable pre-filter, a replaceable carbon (odor) filter and a replaceable HEPA (particulate) filter.

The ATMOSPHERE Air Purifier also features a remote control unit with five operating speeds, a programmable timer, an integrated particle sensor and an electronic monitoring system that alerts you when the filters need to be replaced or cleaned. The system is backed by a two-year limited warranty.

Filters come pre-installed. Indicator lights on the unit alert when they should be replaced.

Tel: 0086-510-81192322

Mobile: 18861603518

Email: sallyttoo7@hotmail.com

Website: amway.com.cn

Music

Modernista's Anniversary Show



Cover band Spinder brings the sounds of Jimi Hendrix to the stage at Modernista with Foxy Lady cocktails and absinthe shots.

Where: Modernista Old Cafe & Tapas Bar, 44 Baohao Hutong, Dongcheng District

When: 10 pm to 2 am, December 7

Phone: 13691425744

Email:

modernistabj@yahoo.com



Versus the World

The 2000s are knocking down the door to remind you they are still relevant. The latest effort comes from the millennial pop-punk supergroup Versus the World, consisting of former members of the Ataris, Lagwagon and Crooks and Liars. Dig out those vans and ready your mohawk, because the Warped Tour nostalgia train is roaring into Beijing station.

Where: Yugong Yishan, Zhangzihong Lu, Dongcheng District

When: 9 to 11 pm, December 12

Price: 60 yuan (presale), 80 yuan (door).

Tel: 6404 2711

Email:

info@yugongyishan.com

Modern Sky Festival: Cat Power



From experimental downtown performance art to her latest foray into sunny electronica, Cat Power is an artistic chameleon who is never satisfied with only one musical genre or identity. Her latest release, *Sun* (2012), is her first album of original material in six years and shows a softer, synthier side.

Where: ThinkPad Space, 69 Fuxing Lu, Haidian District

When: 7:30 to 9:30 pm, December 8

Price: 280-880 yuan

Tel: 400-610 3721

Email: ponypiao@damai.cn

Community

Beijing Green Drinks

BJ Green Drinks' main aim is to provide a fun and casual atmosphere for people to learn more about China's sustainable development. The event takes place every second Tuesday and everyone is welcome to attend. If you are interested in receiving or posting info on China's sustainable development, sign up to become a member of Beijing Green Drinks.

Free admission and drink specials

Back Pain

Many people struggle with back pain throughout their lives. International SOS is trying to help people find ways to reduce their risk of back pain, return to fitness and manage pain levels.

International SOS is hosting a seminar to give pointers on how to avoid activities and exercises that may put any unnecessary strain on your back.

Topics covered will include anatomical causes of back pain; pain classifica-



for all Green Drinkers!

Where: The Bookworm, 4 Nan Sanlitun Lu, Chaoyang District

When: 7:30 - 10 pm, December 10

Phone: 13718959843

Email: bjgreendrinks@gmail.com

tion treatment for back pain; prevention of back pain; and common back exercise mistakes.

The event is free but there is limited seating. Please email to reserve a spot.

Where: International SOS, Suite 105, Wing 1, Kunsha Building, 16 Xinyuan Li, Chaoyang District

When: 10 - 11:30 am, December 17

Email:

seminar@internationalsos.com

Dining

Traditional Teddy Bear Afternoon Tea

Served in the cozy Lobby Lounge, the choice of several teas and delicious treats make an unforgettable festive afternoon for both adults and kids.

Children will leave with a surprise gift. Styled like a sophisticated and elegant English manor, The Lounge provides a blissful getaway from the noise and haste of the city with refreshing afternoon tea and exquisite champagne for business meetings or personal pleasure.

Where: The Ritz-Carlton, Beijing

When: 2:30 to 5:30 pm, December 14, 15, 21, 22 and 24

Price: 388 yuan per adult; 288 yuan per child; younger than 3 years old eat free (15 percent gratuity)

Tel: 5908 8180

Christmas Lunch and Dinner

During the festive season, the bar will have discounted drinks from December 15 to 25. Enjoy a free meal for each table booked for more than four people. There will be games for children. The Christmas meal is a four-course meal with a banquet of selected meats, chicken, turkey and fish.

Where: Rosewood Bar and Grill, 25-101 Pinnacle Avenue, Liyuan Jie, Tianzhu Town, Shunyi District

When: 9 am - 1 am, December 13

Price: 238 yuan for lunch, 288 yuan for dinner.

Tel: 8416 7782

Web: rosewoodbeijing.com

Stage

China National Peking Opera Company Concert



contributed to cultural exchanges and establishment of friendship between China and the world. Get your fix of Peking Opera at this concert, which features the voices of a number of award-winning singers.

Where: National Center for the Performing Arts (NCPA), 2 Xichang'an Jie, Xicheng District

When: 7:30 to 9:30 pm, December 7

Price: 160-240 yuan

Phone: 400-610 3721

Email:

ponypiao@damai.cn



When: 7:30 to 9 pm,

December 13, 14 and 15

Price: 100-1,000 yuan

Tel: 6400 8512

Email: unyue8811@126.com

Beijing Today leads group with digital news digest

Since the start of the 21st century, rapid developments in science and technology have led to the creation of many forms of new media. The fastest growing have been Internet news and mobile content.

These disruptive technologies have created as many opportunities as they have problems for traditional media.

After analyzing international trends and learning from the mistakes and success stories of foreign media groups, *Beijing Today*, the Beijing Youth Daily Group's English newspaper, began leading the group into the digital era.

Its first digital media product, the *Beijing Today eDigest*, launched on August 23. The *eDigest* is the Beijing Youth Daily Group's first digital product, and as of September 30 has been seen by as many as 12,990 readers worldwide.

New content

Beijing Today's eDigest provides an assortment of

content to subscribers, such as Web exclusive stories and the best of the newspaper's print edition.

Most stories focus on urban life and lifestyles, and include current events, social issues, shopping and dining opportunities and music. Topics are selected based on a customer-driven strategy to integrate information.

Unlike the newspaper, the *eDigest* is designed for rapid scanning. Each article is presented as a photo and headline, followed by a short teaser and a link back to the full article.

In order to reduce the risks associated with direct emailing, the paper outsources *eDigest* distribution to a reputable bulk email distributor.

Since its release, the *eDigest* has become *Beijing Today's* most successful tool for attracting new readers and maintaining its relationship with existing one.

Social platforms

The website itself has been redesigned to accommodate

traffic from the *eDigest*. *Beijing Today's* new responsive Web design makes use of the latest technologies to deliver an excellent experience to desktop, tablet and smartphone readers alike.

It also allows readers to comment on, like and share our stories.

But the *eDigest* is only the paper's first step in digital distribution.

Beijing Today is also active on Sina Weibo, WeChat, Facebook, Twitter and popular link aggregators, which together drive thousands of new readers to the site.

Solid reader base

The *eDigest* subscriber base is independent of *Beijing Today's* print edition.

Many of the contacts are industry professionals with whom the paper has a face-to-face relationship, as well as long-term customers from all market segments.

The international nature of network transmission has helped the *eDigest* to achieve a wide geographical distri-

bution. According to data from Google Analytics, the *eDigest's* readers are located throughout Asia, North America, South America, Oceania and Europe.

The list has had more than 4,000 voluntary subscribers, and most of its top readers are located in China. Stronger reader bases also exist in the US, Canada, Hong Kong and Australia.

Compared with print edition, the *eDigest* is positioned to suit a global audience instead of a local Beijing one.

First-hand experience

Word spreads fast in the digital era, and it's very difficult to keep on top of new developments in the publishing industry.

With products like the *eDigest*, *Beijing Today* is doing its best to stay on the pulse of new media revolution.

Its topic selection combines years of experience in traditional media with digital age delivery to make *Beijing Today* a more competitive player in the market for Chinese news in English.



SHINING STARS CHANGE THE WORLD

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联合主办: TOYOTA
广汽丰田

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航空媒体独家合作伙伴: 南京电视台

合作伙伴: 娱乐

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